

PROJECT TITLE : CIGARETTE DEVELOPMENT  
TECHNICAL REPORT  
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PERIOD COVERED : May 24th - June 24th 1980

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S W E D E N

355      GOSTA I      A product delivering 1 mg tar or less.  
SN and CO values are not specified and  
should be commensurately low.  
American blend type of taste. Moderate  
size format with cork tipping.

A good 1 mg product is not yet available and a last series of prototypes will be produced this month with double filters having a 200 K porous plug-wrap. Because of a 15 mm acetate/5 mm paper segmentation of the filter, the full dilution level will be reached and the objective might be achieved (because the perforations of the tipping fall fully on the acetate segment which is more porous than the paper segment).

361      GOSTA II      An American blend, GAMMA type product,  
delivering 2 to 4 mg tar. Moderate size.

Three products are now available (GOSTA I No 9, GOSTA II No 39 and 46).

GOSTA I No 9 is a high impact, low puff count product.

GOSTA II No 46 is a low impact, high puff count product.

GOSTA II No 39 is an intermediate product.

These products are ready for testing and Marketing will now have to decide which of the products they want to test.

359      GULLIVER      Product test between MLF and MLK.

A product test between MLF and MLK (with a 3 % of tobacco weight increase) has been urgently prepared and is now in the field.

UNITED KINGDOM

208      TENNIS      UK tar less than 16 mg/cig.  
Format : 7.975/20/85

The present situation is that a MARLBORO cigarette will be developed in order to match progressively the Pan European MARLBORO.  
A problem however exists as far as flavours are concerned, for corporate policy reasons (disclosure of the recipes to the Hunter Committee).  
Development therefore continues with a small modification to the blend recipe and trials will be made with flavoured and unflavoured filters.

FRANCE

362      WATSON      PHILIP MORRIS SUPER LIGHTS product  
with a 6 mg. tar content.

The product test against CAMEL MILD has been repeated and has been dispatched as scheduled.  
It is presently in the field.

ITALY

248      MERCEDES KS

It was not possible to produce MEK cigarette prototypes. Prototypes were therefore made by attaching filters containing Meerschaum to MEK tobacco rods. These prototypes have been submitted to Mr. A.G. Buzzi.

*J. Du Bois*  
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